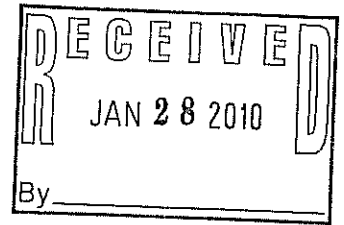


NARRATIVE PROGRESS REPORT



Date Submitted: 1/27/10

Date Reviewed by ICL staff and sent to ITC Rep:

Grant Organization: Moscow Chamber of Commerce

Grant #08- 11-07

Check one: Interim

Final **XX**

Report Period: From 09/30/09 to 12/30/09

(See Attachment A of Grant Contract for Dates)

Grant Manager: Kirsten Dahl –Marketing and Events Director

Phone: 208.882.1800

Address: 411 S. Main St. – Moscow, ID 83843

In the space below or on an attached sheet, answer the following questions for EACH element in your scope of work.

Element 1: Print Media Advertising

1. *Element 1 is not yet complete. Only one advertisement (For SmartMeetings Publication.) has been submitted insofar.*

The Moscow Chamber of Commerce has also received reimbursement for an ad in Region 2's Discover Guide.

The Chamber recently created an ad for Madden Media's Idaho Spring Integrated Media Campaign (Newspaper Insert).

The element is now complete; the Moscow Chamber of Commerce placed an ad in the Idaho State Travel Guide which was printed in late December 2009.

2.

a. (What has been accomplished?) *The Moscow Chamber of Commerce bought ad space in the trade publication SmartMeetings. The ad ran in October. The ad was built to target business conference planners and attract them to the convention centers in the area.*

The Moscow Chamber of Commerce bought ad space in Region 2's visitor's guide: Discover Idaho's Northwest Passage. The publication went to print in March and will be distributed by the Moscow Chamber of Commerce and North Central Idaho Travel Association. The ad indicates exciting tourism opportunities in the area: Lionel Hampton Jazz Festival, art galleries, etc.

Madden Media's Spring Insert was distributed across the northwest, mostly in major cities, in mid-spring. The Chamber's ad highlights the local recreation opportunities, downtown events and conferencing options.

The Chamber's 1/2 page ad in the Idaho State Travel Guide highlights Moscow's myriad tourism opportunities and encourages web visits to www.moscowchamber.com.

b. (What remains to be done?)

1. *The Moscow Chamber recently bought ad space in the NCITA Discover Guide – the Grant Manager will soon begin the request process for the amount of the ad once a proof has been made.*

2. *Ads are also scheduled to be placed in the Official Idaho State Travel Guide, Idaho Magazine, Northwest Travel, the Inlander and Horizon Air.*

1. *The Moscow Chamber of Commerce will have an ad in Madden Media's Idaho Spring Insert. A proof of the ad was sent out 4/14.*

2. *Ads are also scheduled to be placed in the Official Idaho State Travel Guide. Other advertisement opportunities are being reviewed for the upcoming grant year.*

1. *The Chamber of Commerce is currently working with Drake Cooper on an advertisement in the Idaho State Travel Guide.*

1. N/A - Element is complete.

c. (Are there any problems?) *No major problems have been observed in planning and scheduling Element 1.*

By choosing to advertise with Madden Media the Moscow Chamber has elected to forgo advertising ventures such as Idaho Magazine, Northwest Travel, the Inlander and Horizon Air.

The emphasis on in-house ad design resulted in a great need for more sophisticated design software. The Chamber recently purchased and received grant reimbursement for Adobe Creative Suite 4, a design program.

No technical complications in printing or design, but the grant had to be extended into December to accommodate for printing of the Travel Guide

3. (If the element hasn't been started, why?) N/A

4. (What benefits have been realized to date?) *The benefit of the SmartMeetings ad is far reaching. It places Moscow in the forefront of convention center directors' minds. The Palouse is a unique area with many accommodations for large groups – this ad reaches an incredibly large audience that the Moscow Chamber doesn't usually address.*

The Discover Guide is sent throughout the nation and sometimes internationally. The Guide is so beneficial to Moscow and the Palouse region because it appeals to and is sent to people who have expressed interest in Region 2. The newest Discover Guide is still hot off the press – we will know more about its dissemination by the next Progress Report.

The Madden Media Inserts generate lead updates and have resulted in many calls to the Chamber for visitor information! The Chamber Board and staff consider it a very wise investment.

N/A - Still awaiting distribution of Idaho Travel Guide

Element 2: Visitor Guide Brochure

1. *The element is complete – the Moscow Chamber has submitted the RFF that includes the Visitor Guide reimbursement.*

2. (What has been accomplished?/What remains to be done?/Are there any problems?) N/A

3. (If the element hasn't been started, why?) N/A

4. (What benefits have been realized to date?) *The Visitor Guide will be printed at the end of December. Major benefits cannot yet be assessed, but it can be ascertained that the 2009 Visitor Guide will provide complete and current information on the region and distinct, eye-catching photographs of the area to draw tourists to Moscow.*

The Moscow Chamber of Commerce now possesses printed Visitor's Guides! The 40-page, full-color brochure is sent to visitors, relocating families, potential physicians at our local hospital, and event and conference planners. The Visitor's Guide is also available to potential University of Idaho students during Freshman Orientation Weekend and at all major tourism events (I.E: City of Moscow's ArtWalk and UofI's Evolution Conference slated for June).

Visitor's Guides are still moving across the region and getting into tourists' hands. Boxes of Visitor's Guides have been taken to the University of Idaho campus to distribute among new students and their visiting families.

Element 3: Tourism Materials Production Equipment

1. *The Chamber of Commerce has recently purchased and received reimbursement for design software, Adobe Creative Suite 4.*

The Moscow Chamber also purchased a powerpoint projector to assist with marketing presentations.

2. *(What has been accomplished?/What remains to be done?/Are there any problems?) The Chamber possesses and has been trained on the software. Soon tourism staff will start designing Moscow's ad for the Idaho State Travel Guide.*

Ad for the Idaho State Travel Guide has been designed and sent to the publisher!

3. *(If the element hasn't been started, why?) The Chamber is currently researching which programs and software would be most beneficial to the position. A conclusion will soon be reached.*

The Chamber is awaiting purchase of Adobe Creative Suite 4.

4. *(What benefits have been realized to date?) Greater ease with design projects and a more sophisticated finished product. Also, more projects are completed in-house.*

Element 4: Tourism and Hospitality Training on the Palouse

Funds from the element have been shifted to Tourism Equipment

1. *The element has not been started yet.*

2. *(What has been accomplished?/What remains to be done?/Are there any problems?) N/A*

3. *(If the element hasn't been started, why?) The element has not been started as the Moscow Chamber is currently without an Executive Director, and the Board of Directors and staff feel it would be appropriate to wait until a new Director is selected before marketing the large regional campaign hospitality training would demand.*

4. *(What benefits have been realized to date?) N/A*

Element 5: Website Maintenance

1. This element is complete.

2. *(What has been accomplished?/What remains to be done?/Are there any problems?) The Moscow Chamber of Commerce joined with local web design company, First Step Internet to revise the Chamber's former website and create online features that appeal to tourists: online Visitors Guide, attractive high-resolution photos, a well-maintained Calendar of Events, easily accessible lists of recreation sites, inclusive listings of accommodations, etc. (Visit www.moscowchamber.com.)*

3. *(If the element hasn't been started, why?) Staff is in the process of choosing which updates and changes would be most worth-while to the website.*

4. *(What benefits have been realized to date?) The new Moscow Chamber of Commerce website is sleeker and more eye-catching. We've worked with First Step to make the links user-friendly and intuitive. Since the new website went "live" it has received more than 50,000 hits!*

Element 6: Trade Show Travel and Training

1. *The element has not been started yet.*

The Moscow Chamber of Commerce has designated a portion of Element 6 to pay for a graphic design course for tourism staff. The Grant Manager will begin the request process for the amount of the classes once the Chamber has been invoiced for the second design class.

Chamber of Commerce was invoiced and has been reimbursed for both design classes.

2.

a. (What has been accomplished?) *Staff has learned the basic elements of graphic design via design program Adobe InDesign, which the Chamber will soon purchase with Grant awarded funds.*

Staff has taken both sections A and B of the design class and learned how to navigate Adobe Creative Suite 4 and effectively design brochures, ads, fliers, etc.

b. (What remains to be done?) *Section A of the Graphic Design class has been completed. In Section B, graphic design technique will be taught at a more sophisticated level and help tourism staff design quality in-house publications and graphics.*

c. (Are there any problems?) N/A

3. (If the element hasn't been started, why?) N/A

4. (What benefits have been realized to date?) *Staff will begin using the skills learned in Design class on Moscow's ad for the Idaho State Travel Guide – details on design, and creating the ad will be available for the upcoming Grant report.*

Creating the Travel Guide ad was made much easier (and cheaper – no outside design necessary!) thanks to the techniques learned in the design class!

Element 7: Internet Media Advertising

1. *Element 7 is not yet complete. Two invoices for online advertising have been submitted.*

Element 7 is awaiting one final invoice (anticipated in near the end of the Grant year).

2.

a. (What has been accomplished?) *The Moscow Chamber is continuing its advertising partnership with Learfield Sports and advertising on the Idaho Vandals website. The Idaho Vandals site garners more than 1,000 views/month, with the majority of those viewers outside the North Central Region. The Chamber advertisement links as many as 345 web-surfers to www.moscowchamber.com in a given day.*

b. (What remains to be done?) *The Moscow Chamber is looking into new online advertising ventures, but the Learfield Sports contract is incredibly beneficial to the Chamber and will remain one of best advertisements.*

c. (Are there any problems?) *No major problems have deterred Element 7.*

3. (If the element hasn't been started, why?) N/A

4. (What benefits have been realized to date?) *Since the '09 grant was started the online ad/link on the UI Vandal's website has generated more than 10,000 hits to www.moscowchamber.com.*